

PATENT
Attorney Docket No. 10761.1527-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Stephen Dull et al.) Group Art Unit: 3624
Application No.: 10/804,720) Examiner: Parker, Brandi P.
Filed: March 19, 2004)
For: BRAND VALUE MANAGEMENT) Confirmation No.: 7513
)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT AND RESPONSE TO OFFICE ACTION

In reply to the Office Action mailed August 5, 2009, the response to which is due November 5, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims in this paper on page 2.

Remarks/Arguments follow the amendment sections of this paper on page 14.